

## **The iWalk Dublin Podcasting Competition Winning Entry**

The iWalk Dublin Podcasting Competition saw students in the nation's secondary schools' transition year competing to be the best in producing their own podcast while at the same time learning about and how to showcase some of Dublin's most impressive visitor attractions with cutting edge technology.

The competition is a new initiative by Dublin Tourism supported by Apple Regional Training Centres, Songschool and Eurocreator.

This competition allows schools to understand the technologies behind a podcast and how different media such video, audio, pictures and pdf files can be presented as a podcast and distributed for use by an international audience. Competing students produced a podcast on one of Dublin Tourism five visitor attractions:

- Malahide Castle, Malahide
- Dublin Writers Museum, Parnell Square
- The James Joyce Museum, Sandy Cove
- The George Bernard Shaw Birthplace, Synge Street
- The Fry Model Railway, Malahide Castle

The winning school, St David's in Greystones, County Wicklow won the competition with their entry: "**An Adventure in Malahide**", St David's received an Apple iMac for use by all of it's students and the winning team each won an Applie iTouch. You can download the winning entry on our website, [visitdublin.com/iwalks](http://visitdublin.com/iwalks)

Dublin Tourism were the first tourism agency in the world to use podcasting as part of their international marketing programme in 2005. Since then, the "*iWalk Dublin*" section of our website [www.visitdublin.com](http://www.visitdublin.com) has been one of the most visited sections, with over a half a million downloads since then.